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Sept. 1951

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**RUSSWARD**  
**Saintpaulia Growers**

**JONESBORO, ARK.**

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# News Letter

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September, 1951

Dear Friends:

It's funny how you spend the winter wishing for summer, but by September you're ready to throw in the towel. Cool nights, corduroy, chili and football. Boy! Lead me to 'em!



We've had lots of suggestions for getting the white edge back on a de-edged Lady Geneva. All the same, so it must be a good idea. i. e. Fertilize.

Q. How do the Supremes come about? Are they sports? How do sports come about?

A. Yes, all the Supremes are sports, but there would be no reason why you couldn't hybridize them. "Sport: an animal or plant which deviates in its organism from the normal condition." Webster's Dictionary.

Q. Plants look grand but flower stems grow about two inches, then buds dry up and die.

A. This is supposed to be caused by either artificial gas or dry atmosphere. Personally, I have the notion that just plain hot weather can cause it. That artificial gas idea is a semi-exploded theory. I say "semi-" because there are still some reputable commercial growers who insist that they've lost plants due to leaking artificial gas or gas fumes. Could be there is a difference in the gas from one locality to another.

Q. For mealy bugs I was told to put moth balls or crystals in a large sack and set the plant with the bugs in it and close the sack overnight. A neighbor of mine tried it and it killed them for her.

A. Whoever told your neighbor forgot to tell her, also, that the plants must be dry for this treatment. It's a good way to get rid of mites, too, particularly in the early stages.

Q. My violet got very compact in center and the center leaves curled.

A. Probably cyclamen mite. Why don't you try the mothball treatment above? Repeat about every ten days to get the new bugs as they hatch out.



Q. How can I get shiny leaves on my violets like I see others have?

A. Wash them off every now and then. Hold the plants at an angle under a slow-running tap, lukewarm water, and gently sponge off the leaves. There's also a product on the market, Flora-Glo, which can be brushed on the leaves to make them pretty and slick. Don't get it on the flowers though or they'll spot.

Q. Violets get limp and leaves turn brown and rot off.

A. If the whole plant turns limp, you have a case of crown rot in the early stages. You can save it if you go to work on it now. Cut off the crowns with a sharp knife, scraping out all the brown rotted part of the stalk, and re-root them in water or on sand.

Q. I buy all my soil prepared and they never bloom like I see most people do.

A. Buy one of those small sacks of vermiculite at the dime store and add about one-fourth vermiculite to the mixture you are now using.

Q. Have two lovely plants in very small pots. What to do with them?

A. Shift the plants on to the next size larger pot, using a soil of 1 part leaf-mold, 1 part loam, and 1 part of sand or vermiculite. To maintain continuous bloom, fertilize occasionally with any good fertilizer, following the directions on the container.

Cordially,

*"Russ"*

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## PRICE LIST CONTINUED

### GIRLS

Since these seem to come in all sizes, colors and shapes, it seems just as well to put them in a section by themselves. The "girl" refers to the foliage, of course. It is scalloped, with the white marking at the base of the leaf.

<b>Blue Girl</b> (medium blue) .....	<b>\$1.00</b>
<b>Bronze Girl</b> (red-lavender flower, very dark foliage) .....	<b>\$1.50</b>
<b>Double Orchid Girl</b> (See above for description) .....	<b>\$3.00</b>
<b>Double Sea Girl</b> (ditto) .....	<b>\$3.00</b>
<b>Pink Girl</b> .....	<b>\$1.50</b>
<b>Red Girl</b> .....	<b>\$1.25</b>
<b>Snow Girl</b> (See above) .....	<b>\$2.25</b>
<b>White Girl Hybrid</b> (white with blue markings) .....	<b>\$1.50</b>

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# RUSWARD

## Saintpaulia Growers

## JONESBORO, ARKANSAS

Ship To \_\_\_\_\_ Date \_\_\_\_\_

Street or R.F.D. \_\_\_\_\_

Town and State \_\_\_\_\_

Amount Enclosed \$\_\_\_\_\_

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.

Gift wrapping on request.

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Cut Along Line

**Collector's Discount:** If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX





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# PRICE LIST

**Shipping Information**—All plants 2¼ size or more. Shipped in paper pots to minimize set-back in transit. List price includes the cost of packing and mailing. All plants unconditionally guaranteed to arrive in good condition. If something is wrong about your order, please let us hear from you as soon as possible. A satisfied customer is the best business asset we have. We want you to be pleased.

**Please Note** the Collector's discount on the order blank.

## DOUBLES

**Double White**—These flowers remind one of white stock. They bear many flowers to the petiole and the effect really makes you sit up and take notice. The foliage is a good heavy green, semi-quilted. Not this pale, washed-out green you usually find on whites. These plants are all three-inch. The originator has named them Dark Beauty (with a great deal of blue marking), Azure Beauty (with only a little marking), and Purity (white).

<b>Dark Beauty</b>	_____	<b>\$3.00</b>
<b>Azure Beauty</b>	_____	<b>\$3.00</b>
<b>Purity</b>	_____	<b>\$3.25</b>

**Double Orchid Girl**—Just what it says. The popular Orchid Girl with a double flower. Cute and fluffy. These are three-inch, too \_\_\_\_\_ **\$3.00**

**Double Neptune**—The most popular of the dark doubles. Dark reddish purple. Opens big and lush. Sleek dark Neptune foliage \_\_\_\_\_ **\$1.50**

**Double Sea Girl**—A perfectly beautiful double version of the popular Blue Girl \_\_\_\_\_ **\$3.00**

## NEW SINGLES

**Star Sapphire**—(Pat'd) This is one of the most unusual singles we've seen in a long time. The flower doesn't have the usual "violet" shape at all. Perfect five-pointed star \_\_\_\_\_ **\$2.25**

**Pink Delight**—Exquisite iridescent silvery pink against dark, dark bronzy foliage, red-veined **\$3.00**

**Snow Girl**—Pure white girl. No marking of any sort. Girl foliage with unusually large white area at base of the leaf, deep scalloping. Large, full blooms \_\_\_\_\_ **\$2.25**

**Red Velvet**—Two-tone red shading to lighter red lower petals. Upper petals resemble red velvet. Heavy dark green foliage, veined red underneath \_\_\_\_\_ **\$3.00**

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**Purple Dawn**—A solid bluish-purple veining in the flower. A very unusual color. Profuse bloomer, heavy foliage, red veining underneath. Three-inch plants ..... \$3.00

**Fantasy**—Pale lavender-pink flower shot with purple. Folks do a "double-take" on this one. Unusual ..... \$3.00

### ESTABLISHED FAVORITES

**Amethyst**—Pale lavender-pink flowers in amazing profusion against dark, tapered foliage ..... \$1.00

**Blue Chard**—Flat growth, elongated leaves, bright medium-blue flowers ..... \$1.50

**Blue Eyed Beauty**—Large white blossom with blue marking on the flower. Remarkable for its vitality and profuse bloom. Rich green foliage ..... \$1.75

**Commodore**—Dark foliage, dark, dark purple bloom ..... \$1.00

**Fringette Medium Blue**—The "Fringiest" of the Fringettes. Our favorite of the lot. Edges of both foliage and flowers crimped and ruffled. Quite lovely ..... \$2.00

**Gypsy Ann**—Lovely pale blue. Dark green rippled foliage. A graceful plant ..... \$1.50

**McFarland's Blue Warrior**—This is the kind of variety which usually walks off with flower show prizes. Good and sturdy. Grows to phenomenal size. Medium dark blue flowers in profusion against ultra-dark ovate leaves ..... \$1.75

**Orchid Beauty**—Red-lavender flower, medium green foliage ..... \$1.00

**Orchid Wonder**—Light orchid, shading to burgundy. Excellent flat, slick foliage. Blooms are enormous ..... \$1.50

**Periwinkle**—All-time favorite pale blue. Large husky dark green foliage ..... \$1.25

**Red King**—Rich burgundy flowers, magnificent semi-quilted dark foliage ..... \$1.50

**Redland Ruffles**—Redland sport. Dark tapered foliage of Ruffles ..... \$1.25

**Ruffles**—Very pointed, dentate leaves. Bronzy green with red reverse. This is a slow grower but the rewards are many for the patient hobbyist. I've never seen one break down and ruffle until it was at least a year old. This variety also has a marked tendency to grow little plantlets on the flower stalks. Flower is medium blue with elongated bottom petal ..... \$1.50

**Snow Prince**—This will undoubtedly become the standard white among Violet fanciers. The flowers are softly rounded—about the shape of a Neptune blossom. The leaves are a rich green, heart-shaped, rather slick ..... \$1.75

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